Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-36.   (Canceled)

37.   (Currently amended) A method for providing a pricing hint to a participant during an on-line auction comprising:

using a bid advisor program cooperating with an on-line auction program and a web browser[[,]] providing to a bidder, who is participating in the on-line auction and who is bidding on a product an item in the online auction using a computer with an on-line capability, a competitive cost of the product the pricing hint by performing the steps of:

responsive to the bidder accessing a bid advisor program on the computer and indicating that the bidder wants a pricing hint, causing the computer to query querying the bidder to select a type of pricing hint;

responsive to the bidder selecting the type of pricing hints hint, causing the computer to access searching the selected a database in accordance with the type of pricing hint for a closest match on pricing, determine the pricing hint, and display[[ing]] the pricing hint to the bidder on the computer; and

responsive to the bidder selecting the pricing hint to be the bid, automatically placing the bid in the on-line auction;

wherein when the bidder selects a historical price pricing hint as the type of pricing hint, accessing the database is a historical price database, identifying and the computer identifies, in the historical price database, a historical price paid at an earlier date for a historical price database product most closely matching the item, and displaying displays the historical price paid on the client computer as the pricing hint;

wherein when the bidder selects a market value pricing hint as the type of pricing hint, accessing the database is a market value database, and the computer identifying identifies in the market value database a given number of similar products, calculating the a market value

database product in the market value database that is a closest match to the item ~~market value that is a given number of similar products~~, and ~~displaying~~ displays the market value of the closest match on the client computer as the pricing hint; and

wherein when the bidder selects a current offering pricing hint as the type of pricing hint, ~~accessing~~ the database is a current offerings database, and the computer ~~identifying~~ identifies, in the current offerings database, a retail value at which the item is currently being publicly offered for sale, and ~~displaying~~ displays the retail value on the client computer as the pricing hint.